

AD-A199 256

The Army Communications Objectives Measurement  
System (ACOMS): Codebook for the  
Message Content Analysis Data File

Westat, Inc.

for

Contracting Officer's Representatives  
Timothy W. Elig and Michael E. Benedict

Manpower and Personnel Policy Research Group  
Manpower and Personnel Research Laboratory



U. S. Army

Research Institute for the Behavioral and Social Sciences

July 1988

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88 9 12 12 8

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Research accomplished under contract  
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Westat, Inc.

Technical review by

Curtis L. Gilroy  
Alfred Smith

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## REPORT DOCUMENTATION PAGE

1a. REPORT SECURITY CLASSIFICATION Unclassified			1b. RESTRICTIVE MARKINGS ---		
2a. SECURITY CLASSIFICATION AUTHORITY ---			3. DISTRIBUTION / AVAILABILITY OF REPORT Approved for public release; distribution unlimited.		
2b. DECLASSIFICATION / DOWNGRADING SCHEDULE ---			5. MONITORING ORGANIZATION REPORT NUMBER(S) ARI Research Note 88-18		
4. PERFORMING ORGANIZATION REPORT NUMBER(S) 945262			7a. NAME OF MONITORING ORGANIZATION U.S. Army Research Institute for the Behavioral and Social Sciences		
6a. NAME OF PERFORMING ORGANIZATION Westat, Inc.		6b. OFFICE SYMBOL (If applicable) ---		7b. ADDRESS (City, State, and ZIP Code) 5001 Eisenhower Avenue Alexandria, VA 22333-5600	
6c. ADDRESS (City, State, and ZIP Code) 1650 Research Blvd. Rockville, MD 20850		8a. NAME OF FUNDING / SPONSORING ORGANIZATION ---		8b. OFFICE SYMBOL (If applicable) ---	
8a. NAME OF FUNDING / SPONSORING ORGANIZATION ---		8b. OFFICE SYMBOL (If applicable) ---		9. PROCUREMENT INSTRUMENT IDENTIFICATION NUMBER MDA903-85-C-0414	
8c. ADDRESS (City, State, and ZIP Code) ---		10. SOURCE OF FUNDING NUMBERS			
		PROGRAM ELEMENT NO. 6.37.31	PROJECT NO. 2Q263731 A792	TASK NO. 2.2.1	WORK UNIT ACCESSION NO. R.2
11. TITLE (Include Security Classification) The Army Communications Objectives Measurement System (ACOMS): Codebook for the Message Content Analysis Data File					
12. PERSONAL AUTHOR(S) Westat, Inc.					
13a. TYPE OF REPORT Interim		13b. TIME COVERED FROM 87/05 TO 87/09		14. DATE OF REPORT (Year, Month, Day) 1988, July	
15. PAGE COUNT 44					
16. SUPPLEMENTARY NOTATION Timothy W. Elig and Michael E. Benedict were Contracting Officer's Repre- sentatives. Contract work was requested and funded by the Directorate of Program Analysis and Evaluation, U.S. Army Recruiting Command, Office of the Deputy Chief of Staff for Personnel.					
17. COSATI CODES			18. SUBJECT TERMS (Continue on reverse if necessary and identify by block number)		
FIELD	GROUP	SUB-GROUP	Army advertising		
05	09	---	Mall interview surveys		
05	08	---	Army communications objectives		
			Sponsors		
			Enlistments		
			ACOMS		
19. ABSTRACT (Continue on reverse if necessary and identify by block number) This report documents the data file from the Message Content Analysis survey, a component of the Army Communications Objectives Measurement System (ACOMS). The description of the data file and the same job control language necessary to access the file on the National Institutes of Health computer are provided. The codebook for the data file and the two questionnaires used in the survey are also provided. The Message Content Analysis surveyed a sample of 16- to 24-year-old males and females who viewed 1 of 13 video or 11 print Active Army advertisements. Variables include demographic characteristics of respondents, unaided and aided intention to join the Army, recall of ad sponsorship, main message, and rating of message attributes. The design, methodology, results, and conclusions of the study are reported in <u>The Message Content of Advertisements for Active Army Enlistments</u> (Baxter & Gay, 1988).					
(Continued)					
20. DISTRIBUTION / AVAILABILITY OF ABSTRACT <input type="checkbox"/> UNCLASSIFIED/UNLIMITED <input checked="" type="checkbox"/> SAME AS RPT. <input type="checkbox"/> DTIC USERS			21. ABSTRACT SECURITY CLASSIFICATION Unclassified		
22a. NAME OF RESPONSIBLE INDIVIDUAL Timothy W. Elig			22b. TELEPHONE (Include Area Code) 202/274-5610		22c. OFFICE SYMBOL PERI-RG

UNCLASSIFIED

SECURITY CLASSIFICATION OF THIS PAGE(When Data Entered)

ARI Research Note 88-18

19. Abstract (Continued)

Other related reports are identified as follows:

Technical Reports (TR) 784, 785, 786, and 787

Research Report (RR) 1473

Research Products (RP) 88-04, 88-05, 88-06, 88-07, and 88-08

Research Note (RN) 88-17



Accession For	
NTIS GRA&I	<input checked="checked" type="checkbox"/>
DTIC Tab	<input type="checkbox"/>
Unannounced	<input type="checkbox"/>
Justification	
By _____	
Distribution/	
Availability Codes	
Dist	Avail and/or Special
A-1	

UNCLASSIFIED

SECURITY CLASSIFICATION OF THIS PAGE(When Data Entered)

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Manpower and Personnel Policy Research Group  
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**Newell K. Eaton, Director**

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5001 Eisenhower Avenue, Alexandria, Virginia 22333-5600

Office, Deputy Chief of Staff for Personnel  
Department of the Army

**July 1988**

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Army Project Number  
2Q263731A792

Manpower and Personnel

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THE ARMY COMMUNICATIONS OBJECTIVES MEASUREMENT SYSTEM (ACOMS): CODEBOOK FOR  
THE MESSAGE CONTENT ANALYSIS DATA FILE

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THE ARMY COMMUNICATIONS OBJECTIVES MEASUREMENT SYSTEM (ACOMS):  
CODEBOOK FOR THE MESSAGE CONTENT ANALYSIS DATA FILE

Introduction

This report documents the SAS data file constructed from the Message Content Analysis survey which has been installed as part of the ACOMS data files on the National Institutes of Health (NIH) computer. The Message Content Analysis survey investigated the perceptions of 16- to 24-year-olds who were shown 1 of 13 television or 11 print active Army advertisements. The design, methodology, results, and conclusions of the study are reported in The message content of advertisements for active Army enlistments (Baxter & Gay, 1988).

The codebook for the data file is contained in Appendix A, and the screener and two questionnaires used in the survey are contained in Appendix B.

The ACOMS coding conventions were followed in the construction of this data set. The conventions are described in The Army Communications Objectives Measurement System (ACOMS): Users' Manual (Westat, Inc., 1988).

For those who have access to the NIH computer system, the following information pertains to accessing the Message Content Analysis data.

File Description

DSN=WTF4JCK.ACOMS.MESSAGE on FILE16  
MEMBERNAME=MESSNEW  
LRECL=388  
BLKSIZE=23284  
CASES=3665  
VARIABLES=48

FORMAT LIBRARY is found on MESSAGE.FMTLIB on FILE16

Sample JCL to Run Job on the NIH Computer

```
//JOB  
//PROCLIB DD DSN=ZABCRUN,PROLIB,DISP=SHR  
// EXEC SAS516  
//SASLIB DD DSN=WTF4JCK.MESSAGE.FMTLIB,DISP=SHR  
//IN1 DD DSN=WTF4JCK.ACOMS.MESSAGE,DISP=SHR,UNIT=FILE,  
VOL=SER=FILE16  
//SYSIN DD *  
DATA TEMP;  
SET IN1.MESSNEW;  
PROC _____
```

### References

- Westat, Inc. (1988). The Army Communications Objectives Measurement System (ACOMS): Users' manual (ARI Research Product 88-08). Alexandria, VA: U.S. Army Research Institute for the Behavioral and Social Sciences.
- Baxter, S., & Gay, N. L. (1988). The message content of advertisements for active Army enlistments (ARI Research Report 1478). Alexandria, VA: U.S. Army Research Institute for the Behavioral and Social Sciences.



APPENDIX A  
MESSAGE CONTENT ANALYSIS CODEBOOK

ACOMS MESSAGE CONTENT ANALYSIS CODEBOOK (Fall 1987)

Page C-1

ORDER	VARIABLE	TYPE	LENGTH	FORMAT	LABEL
1	MID	NUM	8	-->	ID NUMBER
					POSITIVE 3665 100.0
2	MSCRSEX	NUM	8	MSCRSEF -->	SEX OF RESPONDENT
	1				MALE 2610 71.2
	2				FEMALE 1055 28.8
3	MSCRAGE	NUM	8	MSCRAGF -->	Q1 WHICH AGE CATEGORY ARE YOU IN:
	2				16 TO 18 YEARS 1280 34.9
	3				19 TO 24 YEARS 2385 65.1
4	MSCRED	NUM	8	MSCREDF -->	Q2 HAVE YOU COMPLETED MORE THAN TWO
	2				NO 3665 100.0
5	MSCRJOB	NUM	8	MSCREDF -->	Q3 HAVE YOU EVER HELD A FULL-TIME
	.N				NOT ASCERTAINED 11 0.3
	1				YES 2282 62.3
	2				NO 1372 37.4
6	MSCRMIL	NUM	8	MSCREDF -->	Q4 HAVE YOU EVER JOINED OR SERVED
	2				NO 3665 100.0
7	MSCRGO	NUM	8	MSCREDF -->	Q5 WILL YOU COME WITH ME TO THE
	1				YES 3665 100.0
8	MIPDOSCH	NUM	8	MIPDOSF -->	Q6A WHAT DO YOU THINK YOU MIGHT BE
	.D				DON'T KNOW 32 0.9
	.N				NOT ASCERTAINED 4 0.1
	1				CIRCLED 2483 67.7
	2				NOT CIRCLED 1146 31.3
9	MIPDOEMP	NUM	8	MIPDOSF -->	Q6B WHAT DO YOU THINK YOU MIGHT BE
	.D				DON'T KNOW 32 0.9
	.N				NOT ASCERTAINED 4 0.1
	1				CIRCLED 2468 67.3
	2				NOT CIRCLED 1161 31.7

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

ORDER	VARIABLE	TYPE	LENGTH	FORMAT	LABEL
10	MIPDODL	NUM	8	MIPDOSF -->	Q6C WHAT DO YOU THINK YOU MIGHT BE
	.D				DON'T KNOW 32 0.9
	.N				NOT ASCERTAINED 4 0.1
	1				CIRCLED 16 0.4
	2				NOT CIRCLED 3613 98.6
11	MIPDOMIL	NUM	8	MIPDOSF -->	Q6D WHAT DO YOU THINK YOU MIGHT BE
	.D				DON'T KNOW 32 0.9
	.N				NOT ASCERTAINED 4 0.1
	1				CIRCLED 162 4.4
	2				NOT CIRCLED 3467 94.6
12	MIPDOOT1	NUM	8	MIPDOSF -->	Q6E WHAT DO YOU THINK YOU MIGHT BE
	.D				DON'T KNOW 32 0.9
	.N				NOT ASCERTAINED 4 0.1
	1				CIRCLED 323 8.8
	2				NOT CIRCLED 3306 90.2
13	MIPDOOT2	NUM	8	MIPDOSF -->	Q6F WHAT DO YOU THINK YOU MIGHT BE
	.D				DON'T KNOW 32 0.9
	.N				NOT ASCERTAINED 4 0.1
	1				CIRCLED 35 1.0
	2				NOT CIRCLED 3594 98.1
14	QF	NUM	8	QFXXXXF -->	QUESTION FORMAT
	1				VIDEO VERSION 1990 54.3
	2				PRINT VERSION 1675 45.7

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

15 QSN NUM 8 QSNXXF --> QUESTION SEQUENCE NUMBER

1	317	8.6
2	314	8.6
3	307	8.4
4	311	8.5
5	315	8.6
6	307	8.4
7	304	8.3
8	307	8.4
9	295	8.0
10	300	8.2
11	297	8.1
12	144	3.9
13	147	4.0

16 MSPONSRI NUM 8 MSPONSF --> Q7 PLEASE TELL ME THE NAMES OF ANY

.N	NOT ASCERTAINED	5	0.1
10	ARMY	602	16.4
11	BRANCH PROP NAME	10	0.3
12	MILITARY, SERVS	9	0.2
13	OTH ARMY AD REL	11	0.3
20	TOYOTA OR DODGE	1683	45.9
21	FORD, GM, TOYOTA	78	2.1
22	TRUCK/CAR CO	16	0.4
23	OTH TOYO/DODG AD	52	1.4
30	MERR-LYN/TRVLRS	248	6.8
31	D-B/PRUDENT/M-L	1	0.0
32	STKBRKR/INVT CO	2	0.1
33	OTH M-L/TRVR AD	13	0.4
40	CENT 21/PANSONIC	236	6.4
41	C-B/BH/GE/SNY/ZE	1	0.0
42	RL EST/TV/STEREO	1	0.0
43	OTH CNT21//PNSON	8	0.2
50	AMTRAK OR AT&T	671	18.3
51	S PAC/GTE/SPRINT	4	0.1
52	TRAIN/PHONE CO	2	0.1
53	OTH AMTRAK/AT&T	1	0.0
90	OTHER	11	0.3

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

17 MSPONSR2 NUM 8 MSPONSF --&gt; Q7 PLEASE TELL ME THE NAMES OF ANY

.	MISSING	58	1.6
.N	NOT ASCERTAINED	5	0.1
10	ARMY	876	23.9
11	BRANCH PROP NAME	5	0.1
12	MILITARY, SERVS	12	0.3
13	OTH ARMY AD REL	11	0.3
20	TOYOTA OR DODGE	441	12.0
21	FORD, GM, TOYOTA	36	1.0
22	TRUCK/CAR CO	18	0.5
23	OTH TOYO/DODG AD	40	1.1
30	MERR-LYN/TRVLRS	962	26.2
31	D-B/PRUDENT/M-L	4	0.1
32	STKBRKR/INVT CO	19	0.5
33	OTH M-L/TRVR AD	50	1.4
40	CENT 21/PANSONIC	381	10.4
41	C-B/BH/GE/SNY/ZE	5	0.1
42	RL EST/TV/STEREO	7	0.2
43	OTH CNT21//PNSON	14	0.4
50	AMTRAK OR AT&T	668	18.2
51	S PAC/GTE/SPRINT	9	0.2
52	TRAIN/PHONE CO	11	0.3
53	OTH AMTRAK/AT&T	11	0.3
90	OTHER	22	0.6

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

18 MSPONSR3 NUM 8 MSPONSF --&gt; Q7 PLEASE TELL ME THE NAMES OF ANY

.	MISSING	313	8.5
.N	NOT ASCERTAINED	5	0.1
10	ARMY	1100	30.0
11	BRANCH PROP NAME	9	0.2
12	MILITARY, SERVS	16	0.4
13	OTH ARMY AD REL	17	0.5
20	TOYOTA OR DODGE	361	9.8
21	FORD, GM, TOYOTA	52	1.4
22	TRUCK/CAR CO	22	0.6
23	OTH TOYO/DODG AD	24	0.7
30	MERR-LYN/TRVLRS	394	10.8
31	D-B/PRUDENT/M-L	2	0.1
32	STKBRKR/INVT CO	24	0.7
33	OTH M-L/TRVR AD	53	1.4
40	CENT 21/PANSONIC	515	14.1
41	C-B/BH/GE/SNY/ZE	4	0.1
42	RL EST/TV/STEREO	9	0.2
43	OTH CNT21//PNSON	28	0.8
50	AMTRAK OR AT&T	668	18.2
51	S PAC/GTE/SPRINT	4	0.1
52	TRAIN/PHONE CO	2	0.1
53	OTH AMTRAK/AT&T	18	0.5
90	OTHER	25	0.7

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

19 MSPONSR4 NUM 8 MSPONSF --> Q7 PLEASE TELL ME THE NAMES OF ANY

.	MISSING	1239	33.8
.N	NOT ASCERTAINED	5	0.1
10	ARMY	352	9.6
11	BRANCH PROP NAME	4	0.1
12	MILITARY, SERVS	7	0.2
13	OTH ARMY AD REL	10	0.3
20	TOYOTA OR DODGE	211	5.8
21	FORD, GM, TOYOTA	25	0.7
22	TRUCK/CAR CO	14	0.4
23	OTH TOYO/DODG AD	26	0.7
30	MERR-LYN/TRVLRS	327	8.9
31	D-B/PRUDENT/M-L	3	0.1
32	STKBRKR/INVT CO	29	0.8
33	OTH M-L/TRVR AD	52	1.4
40	CENT 21/PANSONIC	659	18.0
41	C-B/BH/GE/SNY/ZE	1	0.0
42	RL EST/TV/STEREO	11	0.3
43	OTH CNT21//PNSON	23	0.6
50	AMTRAK OR AT&T	631	17.2
51	S PAC/GTE/SPRINT	8	0.2
52	TRAIN/PHONE CO	2	0.1
53	OTH AMTRAK/AT&T	6	0.2
90	OTHER	20	0.5

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

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20 MSPONSR5 NUM 8 MSPONSF --> Q7 PLEASE TELL ME THE NAMES OF ANY

.	MISSING	2624	71.6
.N	NOT ASCERTAINED	5	0.1
10	ARMY	111	3.0
11	BRANCH PROP NAME	1	0.0
12	MILITARY, SERVS	2	0.1
13	OTH ARMY AD REL	1	0.0
20	TOYOTA OR DODGE	76	2.1
21	FORD, GM, TOYOTA	5	0.1
22	TRUCK/CAR CO	3	0.1
23	OTH TOYO/DODG AD	6	0.2
30	MERR-LYN/TRVLRS	132	3.6
31	D-B/PRUDENT/M-L	1	0.0
32	STKBRKR/INVT CO	16	0.4
33	OTH M-L/TRVR AD	24	0.7
40	CENT 21/PANSONIC	216	5.9
41	C-B/BH/GE/SNY/ZE	2	0.1
42	RL EST/TV/STEREO	3	0.1
43	OTH CNT21//PNSON	15	0.4
50	AMTRAK OR AT&T	411	11.2
51	S PAC/GTE/SPRINT	1	0.0
53	OTH AMTRAK/AT&T	3	0.1
90	OTHER	7	0.2

21 MIRECLL NUM 8 MSCREDF --> Q8 WE DON'T WANT TO TAKE TOO MUCH

1	YES	3021	82.4
2	NO	644	17.6

22 MRRECLL NUM 8 MSCREDF --> Q9 DO YOU RECALL SEEING AN AD

.	MISSING	3021	82.4
1	YES	564	15.4
2	NO	80	2.2

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

23 MMTEXT NUM 8 MMTEXTF --&gt; Q10 OTHER THAN TRYING TO GET YOU TO

.	MISSING	80	2.2
.N	NOT ASCERTAINED	4	0.1
100	SERVICE	43	1.2
130	PT MIL & CIV JOB	3	0.1
150	EXPER PROUD OF	2	0.1
161	SERVE COUNTRY	59	1.6
200	CHALLENGE	27	0.7
210	PHYSCL CHALLENGE	13	0.4
220	MENTAL CHALLENGE	1	0.0
300	JOB/CAREER DEVL	244	6.7
310	TRAINING OPPRTUN	53	1.4
320	JOB OPPRTUNS	5	0.1
330	WRK HITECH EQUIP	65	1.8
340	CIV CAREER DEVL	15	0.4
355	BASIC TRAINING	3	0.1
400	SELF-DEVELOPMENT	176	4.8
420	DEV SELF-CONFID	15	0.4
430	DEV MATURE PERSN	8	0.2
440	DEV POTENTIAL	367	10.0
450	ADVTG OVER COLLG	23	0.6
471	DEV DISCIPLINE	1	0.0
481	DEVELOP PRIDE	4	0.1
500	MONEY/BENEFITS	121	3.3
600	EDUC/BENEFITS	735	20.1
700	TRAVEL	25	0.7
821	ADVENTURE	72	2.0
822	EXCITEMENT	75	2.0
823	FUN	109	3.0
831	RESPECT/PRIDE	10	0.3
841	OPPORTUNITY	69	1.9
845	RESPONSIBILITY	4	0.1
851	LEARNING	84	2.3
855	VARIETY THINGS	32	0.9
861	EXPERIENCE	23	0.6
865	HARD WORK	30	0.8
871	HELPING	5	0.1
881	BETTER FUTURE	105	2.9
891	TEAM/FRIENDS	112	3.1
892	WAR/DNGR/DTH/CBT	13	0.4
895	ARMY AS ALTERNTV	9	0.2
896	EQUAL OPPRTUNITY	14	0.4
897	YTHFLNS ARMY/AUD	2	0.1
898	ACTION/CHNG/FAST	10	0.3
899	PWR/TGH/MCHO/BRV	10	0.3
900	OTHER	20	0.5
911	DETAILS/DESCR AD	210	5.7
912	FLY/PLANE/COPTER	31	0.8



ORDER VARIABLE TYPE LENGTH FORMAT LABEL

---

23	MMTEXT	NUM	8	MMTEXTF --> Q10 OTHER THAN TRYING TO GET YOU TO		
		921		SLOGAN RECALL	63	1.7
		925		AD SHWS ARMY LIF	26	0.7
		931		DISBELIEF IN AD	5	0.1
		941		IGNORES ADS	21	0.6
		951		JOIN/ENLIST/NEED	130	3.5
		961		POS MISC COMMENT	155	4.2
		971		NEG MISC COMMENT	16	0.4
		981		DK/NONE	108	2.9

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

24 MTEXT1 NUM B MTEXTF --> 011 WHAT OTHER MESSAGES DID THE AD

.	MISSING	312	8.5
.N	NOT ASCERTAINED	4	0.1
100	SERVICE	28	0.8
120	SERV AMR IN HTWN	1	0.0
130	PT MIL & CIV JOB	3	0.1
150	EXPER PROUD OF	3	0.1
161	SERVE COUNTRY	33	0.9
200	CHALLENGE	21	0.6
210	PHYSCL CHALLENGE	24	0.7
220	MENTAL CHALLENGE	9	0.2
300	JOB/CAREER DEVL	246	6.7
310	TRAINING OPPRTUN	42	1.1
320	JOB OPPRTUNS	6	0.2
330	WRK HITECH EQUIP	42	1.1
340	CIV CAREER DEVL	15	0.4
355	BASIC TRAINING	5	0.1
400	SELF-DEVELOPMENT	176	4.8
410	DEV LEADER SKILL	3	0.1
420	DEV SELF-CONFID	17	0.5
430	DEV MATURE PERSN	16	0.4
440	DEV POTENTIAL	125	3.4
450	ADVTG OVER COLLG	22	0.6
471	DEV DISCIPLINE	11	0.3
481	DEVELOP PRIDE	7	0.2
500	MONEY/BENEFITS	116	3.2
600	EDUC/BENEFITS	279	7.6
700	TRAVEL	43	1.2
821	ADVENTURE	68	1.9
822	EXCITEMENT	41	1.1
823	FUN	93	2.5
831	RESPECT/PRIDE	9	0.2
841	OPPORTUNITY	51	1.4
845	RESPONSIBILITY	8	0.2
851	LEARNING	71	1.9
855	VARIETY THINGS	29	0.8
861	EXPERIENCE	30	0.8
865	HARD WORK	32	0.9
871	HELPING	12	0.3
881	BETTER FUTURE	78	2.1
891	TEAM/FRIENDS	98	2.7
892	WAR/DNGR/DTH/CBT	5	0.1
895	ARMY AS ALTERNTV	3	0.1
896	EQUAL OPPRTUNITY	15	0.4
897	YTHFLNS ARMY/AUD	10	0.3
898	ACTION/CHNG/FAST	2	0.1
899	PWR/TGH/MCHO/BRV	9	0.2
900	OTHER	30	0.8

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

---

24	MSTEXT1	NUM	8	MMTEXTF -->	Q11	WHAT OTHER MESSAGES DID THE AD
911				DETAILS/DESCR AD	154	4.2
912				FLY/PLANE/COPTER	15	0.4
921				SLOGAN RECALL	23	0.6
925				AD SHWS ARMY LIF	10	0.3
931				DISBELIEF IN AD	8	0.2
941				IGNORES ADS	6	0.2
951				JOIN/ENLIST/NEED	132	3.6
961				POS MISC COMMENT	116	3.2
971				NEG MISC COMMENT	30	0.8
981				DK/NONE	868	23.7

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

25	MSTEXT2	NUM	B	MTEXTF	-->	Q11	WHAT OTHER MESSAGES DID THE AD
.				MISSING	2448	66.8	
.N				NOT ASCERTAINED	4	0.1	
100				SERVICE	16	0.4	
130				PT MIL & CIV JOB	2	0.1	
150				EXPER PROUD OF	1	0.0	
161				SERVE COUNTRY	20	0.5	
200				CHALLENGE	14	0.4	
210				PHYSCL CHALLENGE	18	0.5	
220				MENTAL CHALLENGE	11	0.3	
300				JOB/CAREER DEVL	112	3.1	
310				TRAINING OPPRTUN	17	0.5	
320				JOB OPPRTUNS	4	0.1	
330				WRK HITECH EQUIP	17	0.5	
340				CIV CAREER DEVL	8	0.2	
351				VOCATIONAL TRAIN	1	0.0	
400				SELF-DEVELOPMENT	67	1.8	
410				DEV LEADER SKILL	3	0.1	
420				DEV SELF-CONFID	13	0.4	
430				DEV MATURE PERSN	8	0.2	
440				DEV POTENTIAL	47	1.3	
450				ADVTG OVER COLLG	8	0.2	
460				WRK HITRAIN PEOP	1	0.0	
471				DEV DISCIPLINE	7	0.2	
481				DEVELOP PRIDE	4	0.1	
500				MONEY/BENEFITS	40	1.1	
600				EDUC/BENEFITS	90	2.5	
700				TRAVEL	18	0.5	
821				ADVENTURE	20	0.5	
822				EXCITEMENT	14	0.4	
823				FUN	32	0.9	
831				RESPECT/PRIDE	2	0.1	
841				OPPORTUNITY	16	0.4	
845				RESPONSIBILITY	9	0.2	
851				LEARNING	34	0.9	
855				VARIETY THINGS	6	0.2	
861				EXPERIENCE	16	0.4	
865				HARD WORK	9	0.2	
871				HELPING	6	0.2	
881				BETTER FUTURE	45	1.2	
891				TEAM/FRIENDS	45	1.2	
892				WAR/DNGR/DTH/CBT	1	0.0	
895				ARMY AS ALTERNTV	3	0.1	
896				EQUAL OPPRTUNITY	8	0.2	
897				YTHFLNS ARMY/AUD	1	0.0	
899				PWR/TGH/MCHO/BRV	4	0.1	
900				OTHER	13	0.4	
911				DETAILS/DESCR AD	52	1.4	

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

-----

25	MSTEXT2	NUM	8	MMTEXTF -->	Q11 WHAT OTHER MESSAGES DID THE AD
912				FLY/PLANE/COPTER	11 0.3
921				SLOGAN RECALL	9 0.2
925				AD SHWS ARMY LIF	5 0.1
931				DISBELIEF IN AD	2 0.1
941				IGNORES ADS	2 0.1
951				JOIN/ENLIST/NEED	39 1.1
961				POS MISC COMMENT	65 1.8
971				NEG MISC COMMENT	6 0.2
981				DK/NONE	191 5.2

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

ORDER	VARIABLE	TYPE	LENGTH	FORMAT	LABEL
26	MSTEXT3	NUM	8	MMTEXTF -->	Q11 WHAT OTHER MESSAGES DID THE AD
.	MISSING		3312		90.4
.N	NOT ASCERTAINED		4		0.1
100	SERVICE		5		0.1
150	EXPER PROUD OF		1		0.0
161	SERVE COUNTRY		7		0.2
200	CHALLENGE		2		0.1
210	PHYSCL CHALLENGE		5		0.1
220	MENTAL CHALLENGE		4		0.1
300	JOB/CAREER DEVL		30		0.8
310	TRAINING OPPRTUN		4		0.1
320	JOB OPPRTUN8		2		0.1
330	WRK HITECH EQUIP		2		0.1
340	CIV CAREER DEVL		3		0.1
355	BASIC TRAINING		1		0.0
400	SELF-DEVELOPMENT		21		0.6
410	DEV LEADER SKILL		1		0.0
420	DEV SELF-CONFID		4		0.1
430	DEV MATURE PERSN		3		0.1
440	DEV POTENTIAL		8		0.2
450	ADVTG OVER COLLG		2		0.1
471	DEV DISCIPLINE		1		0.0
481	DEVELOP PRIDE		1		0.0
500	MONEY/BENEFITS		23		0.6
600	EDUC/BENEFITS		28		0.8
700	TRAVEL		10		0.3
821	ADVENTURE		6		0.2
822	EXCITEMENT		4		0.1
823	FUN		8		0.2
831	RESPECT/PRIDE		2		0.1
841	OPPORTUNITY		7		0.2
845	RESPONSIBILITY		3		0.1
851	LEARNING		10		0.3
855	VARIETY THINGS		3		0.1
861	EXPERIENCE		6		0.2
865	HARD WORK		7		0.2
871	HELPING		1		0.0
881	BETTER FUTURE		8		0.2
891	TEAM/FRIENDS		18		0.3
892	WAR/DNCR/DTH/CBT		1		0.0
895	ARMY AS ALTERNTV		1		0.0
896	EQUAL OPPRTUNITY		2		0.1
897	YTHFLNS ARMY/AUD		1		0.0
898	ACTION/CHNG/FAST		1		0.0
900	OTHER		5		0.1
911	DETAILS/DESCR AD		11		0.3
912	FLY/PLANE/COPTER		1		0.0
921	SLOGAN RECALL		2		0.1

## ORDER VARIABLE TYPE LENGTH FORMAT LABEL

26	MSTEXT3	NUM	8	MMTEXTF -->	Q11 WHAT OTHER MESSAGES DID THE AD
	951			JOIN/ENLIST/NEED	11 0.3
	961			POS MISC COMMENT	18 0.5
	971			NEG MISC COMMENT	2 0.1
	981			DK/NONE	42 1.1
27	MAWIDE	NUM	8	MAWIDEF -->	Q12A THE ARMY OFFERS A WIDE VARIETY
	.D			DON'T KNOW	1 0.0
	.N			NOT ASCERTAINED	1 0.0
	.R			REFUSED	1 0.0
	1			NOT AT ALL	588 16.0
	2			SCALE POINT 2	751 20.5
	3			MEDIUM EXTENT	906 24.7
	4			SCALE POINT 4	818 22.3
	5			GREAT EXTENT	599 16.3
28	MAPHYS	NUM	8	MAWIDEF -->	Q12B THE ARMY OFFERS A PHYSICALLY
	.N			NOT ASCERTAINED	9 0.2
	.R			REFUSED	2 0.1
	1			NOT AT ALL	440 12.0
	2			SCALE POINT 2	543 14.8
	3			MEDIUM EXTENT	691 18.9
	4			SCALE POINT 4	891 24.3
	5			GREAT EXTENT	1089 29.7
29	MAPROUD	NUM	8	MAWIDEF -->	Q12C THE ARMY OFFERS AN EXPERIENCE
	.N			NOT ASCERTAINED	5 0.1
	.R			REFUSED	2 0.1
	1			NOT AT ALL	253 6.9
	2			SCALE POINT 2	447 12.2
	3			MEDIUM EXTENT	788 21.5
	4			SCALE POINT 4	987 26.9
	5			GREAT EXTENT	1183 32.3
30	MASTEP	NUM	8	MAWIDEF -->	Q12D THE ARMY OFFERS AN ADVANTAGE
	.N			NOT ASCERTAINED	2 0.1
	.R			REFUSED	3 0.1
	1			NOT AT ALL	1022 27.9
	2			SCALE POINT 2	691 18.9
	3			MEDIUM EXTENT	728 19.9
	4			SCALE POINT 4	601 16.4
	5			GREAT EXTENT	618 16.9

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

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31 MALEADER NUM 8 MAWIDEF --&gt; Q12E THE ARMY OFFERS AN OPPORTUNITY

.D	DON'T KNOW	1	0.0
.N	NOT ASCERTAINED	5	0.1
.R	REFUSED	3	0.1
1	NOT AT ALL	461	12.6
2	SCALE POINT 2	708	19.3
3	MEDIUM EXTENT	929	25.3
4	SCALE POINT 4	865	23.6
5	GREAT EXTENT	693	18.9

32 MAHITECH NUM 8 MAWIDEF --&gt; Q12F THE ARMY OFFERS THE CHANCE TO

.N	NOT ASCERTAINED	6	0.2
.R	REFUSED	2	0.1
1	NOT AT ALL	440	12.0
2	SCALE POINT 2	423	11.5
3	MEDIUM EXTENT	606	16.5
4	SCALE POINT 4	868	23.7
5	GREAT EXTENT	1320	36.0

33 MACIVCAR NUM 8 MAWIDEF --&gt; Q12G THE ARMY OFFERS A GREAT VALUE

.D	DON'T KNOW	1	0.0
.N	NOT ASCERTAINED	10	0.3
.R	REFUSED	3	0.1
1	NOT AT ALL	778	21.2
2	SCALE POINT 2	830	22.6
3	MEDIUM EXTENT	934	25.5
4	SCALE POINT 4	667	18.2
5	GREAT EXTENT	442	12.1

34 MASELCON NUM 8 MAWIDEF --&gt; Q12H THE ARMY OFFERS -AN OPPORTUNITY

.D	DON'T KNOW	1	0.0
.N	NOT ASCERTAINED	20	0.5
.R	REFUSED	1	0.0
1	NOT AT ALL	367	10.0
2	SCALE POINT 2	550	15.0
3	MEDIUM EXTENT	899	24.5
4	SCALE POINT 4	968	26.4
5	GREAT EXTENT	859	23.4



ORDER VARIABLE TYPE LENGTH FORMAT LABEL

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35 MAPOTEN NUM 8 MAWIDEF --> Q12I THE ARMY OFFERS THE

.N	NOT ASCERTAINED	34	0.9
.R	REFUSED	1	0.0
1	NOT AT ALL	231	6.3
2	SCALE POINT 2	443	12.1
3	MEDIUM EXTENT	894	24.4
4	SCALE POINT 4	1131	30.9
5	GREAT EXTENT	931	25.4

36 MAMENTAL NUM 8 MAWIDEF --> Q12J THE ARMY OFFERS A MENTALLY

.D	DON'T KNOW	1	0.0
.N	NOT ASCERTAINED	9	0.2
.R	REFUSED	2	0.1
1	NOT AT ALL	406	11.1
2	SCALE POINT 2	613	16.7
3	MEDIUM EXTENT	892	24.3
4	SCALE POINT 4	922	25.2
5	GREAT EXTENT	820	22.4

37 MAMATURE NUM 8 MAWIDEF --> Q12K THE ARMY OFFERS AN OPPORTUNITY

.N	NOT ASCERTAINED	3	0.1
.R	REFUSED	3	0.1
1	NOT AT ALL	407	11.1
2	SCALE POINT 2	625	17.1
3	MEDIUM EXTENT	932	25.4
4	SCALE POINT 4	898	24.5
5	GREAT EXTENT	797	21.7

38 MATRAIN NUM 8 MAWIDEF --> Q12L THE ARMY OFFERS MANY

.N	NOT ASCERTAINED	1	0.0
.R	REFUSED	3	0.1
1	NOT AT ALL	289	7.9
2	SCALE POINT 2	490	13.4
3	MEDIUM EXTENT	784	21.4
4	SCALE POINT 4	1096	29.9
5	GREAT EXTENT	1002	27.3

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

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39 MAHIQUAL NUM 8 MAWIDEF --> Q12M THE ARMY OFFERS MANY CHANCES

.N	NOT ASCERTAINED	1	0.0
.R	REFUSED	2	0.1
1	NOT AT ALL	407	11.1
2	SCALE POINT 2	557	15.2
3	MEDIUM EXTENT	884	24.1
4	SCALE POINT 4	953	26.0
5	GREAT EXTENT	861	23.5

40 MACASHED NUM 8 MAWIDEF --> Q12N THE ARMY OFFERS AN EXCELLENT

.D	DON'T KNOW	2	0.1
.N	NOT ASCERTAINED	5	0.1
.R	REFUSED	5	0.1
1	NOT AT ALL	848	23.1
2	SCALE POINT 2	419	11.4
3	MEDIUM EXTENT	499	13.6
4	SCALE POINT 4	624	17.0
5	GREAT EXTENT	1263	34.5

41 MAGE NUM 8 MAGEXXF --> Q13 HOW OLD ARE YOU?

.N	NOT ASCERTAINED	17	0.5
16		483	13.2
17		425	11.6
18		370	10.1
19		967	26.4
20		476	13.0
21		308	8.4
22		225	6.1
23		210	5.7
24		184	5.0

## ORDER VARIABLE TYPE LENGTH FORMAT LABEL

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 42 MEDLEV NUM 8 MEDLEV --> Q14 WHAT IS THE HIGHEST GRADE OR

.N	NOT ASCERTAINED	3	0.1
7	< 8TH GRADE	2	0.1
8	8TH GRADE	7	0.2
9	9TH GRADE	68	1.9
10	10TH GRADE	378	10.3
11	11TH GRADE	505	13.8
12	12TH GRADE	1347	36.8
13	1STYR OF 4YR COL	525	14.3
14	2NDYR OF 4YR COL	371	10.1
15	1STYR OF JR/CC	212	5.8
16	2NDYR OF JR/CC	123	3.4
17	1STYR VDC/BUS/TR	92	2.5
18	2NDYR VDC/BUS/TR	32	0.9

43 MPROBCOL NUM 8 MPROBCF --&gt; Q15 HOW LIKELY IS IT THAT YOU WILL

.D	DON'T KNOW	29	0.8
.N	NOT ASCERTAINED	2	0.1
.R	REFUSED	1	0.0
1	DEFINITELY	2126	58.0
2	PROBABLY	775	21.1
3	PROBABLY NOT	403	11.0
4	DEFINITELY NOT	329	9.0

44 MPROBEMP NUM 8 MPROBCF --&gt; Q16 HOW LIKELY IS IT THAT YOU WILL

.D	DON'T KNOW	33	0.9
.N	NOT ASCERTAINED	3	0.1
.R	REFUSED	3	0.1
1	DEFINITELY	2489	67.9
2	PROBABLY	700	24.6
3	PROBABLY NOT	161	4.4
4	DEFINITELY NOT	76	2.1

45 MPROBARM NUM 8 MPROBCF --&gt; Q17 HOW LIKELY IS IT THAT YOU WILL

.D	DON'T KNOW	55	1.5
.N	NOT ASCERTAINED	2	0.1
.R	REFUSED	18	0.5
1	DEFINITELY	85	2.3
2	PROBABLY	281	7.7
3	PROBABLY NOT	1081	29.3
4	DEFINITELY NOT	2143	58.5

ORDER VARIABLE TYPE LENGTH FORMAT LABEL

ORDER	VARIABLE	TYPE	LENGTH	FORMAT	LABEL
46	MPROBMIL	NUM	8	MPROBCF -->	Q18 HOW LIKELY IS IT THAT YOU WILL
	.D				DON'T KNOW 65 1.8
	.N				NOT ASCERTAINED 5 0.1
	.R				REFUSED 19 0.5
	1				DEFINITELY 148 4.0
	2				PROBABLY 407 11.1
	3				PROBABLY NOT 1068 29.1
	4				DEFINITELY NOT 1953 53.3
47	MRACE	NUM	8	MRACEXF -->	Q19 PLEASE TELL ME WHETHER YOU ARE:
	.D				DON'T KNOW 9 0.2
	.N				NOT ASCERTAINED 15 0.4
	.R				REFUSED 3 0.1
	1				WHITE 2914 79.5
	2				BLACK 563 15.4
	3				ASIAN OR PACIFIC 99 2.7
	4				AMERICAN INDIAN 62 1.7
48	MHISP	NUM	8	MHISPIXF -->	Q20 ARE YOU HISPANIC?
	.N				NOT ASCERTAINED 6 0.2
	1				YES 270 7.4
	2				NO 3389 92.5

# APPENDIX B

## MESSAGE CONTENT ANALYSIS QUESTIONNAIRES

### MESSAGE ANALYSIS SCREENER

Screeners

INTERVIEWER: _____		Date: _____	ID # _____	(1-5)
Mail: _____		Month _____ Day _____		(6-8)
		Sex of Respondent: Male..... 1		(9)
		Female..... 2		

INTRODUCTION: Hello. I'm \_\_\_\_\_ from \_\_\_\_\_, a marketing research company, and we are conducting a survey today regarding advertising. We are interested in how young adults like certain commercials. First, I have several questions to see if you fit with the sample we are interviewing today.

#### (HAND RESPONDENT CARD)

1. Which age category are you in: (TALLY: 1 2 3 4 5 6 7 8 9 10)
- 15 years and under....(TERMINATE).... 1
  - 16 to 18 years..... 2
  - 19 to 24 years..... 3
  - 25 years and over.....(TERMINATE).... 4

Thank you, but you do not fit with the sample we are interviewing today.

#### (RETRIEVE CARD)

2. Have you completed more than two years of college? (TALLY: 1 2 3 4 5 6 7 8 9 10)
- No..... 2
  - Yes..(TERMINATE).... 1

Thank you, but you do not fit with the sample we are interviewing today.

3. Have you ever held a full-time job? Yes..... 1 No..... 2

4. Have you ever joined or served in any military service? (TALLY: 1 2 3 4 5 6 7 8 9 10)
- No..... 2
  - Yes..(TERMINATE).... 1

Thank you, but you do not fit with the sample we are interviewing today. We will not use the answers you have given in any analysis. Thanks again for your time.

You qualify for our sample. I would like you to participate in a brief study on advertising. It will only take about 10 to 15 minutes.

5. Will you come with me to the interviewing station where we have the ads I want to show you? (TALLY: 1 2 3 4 5 6 7 8 9 10)
- Yes..... 1
  - No...(TERMINATE).... 2

Thank you for your time. We will not use the answers you have given in any analysis. Thanks again.

#### (TAKE RESPONDENT TO THE INTERVIEWING STATION)

OMB 0702-0079  
exp 31 August 1989

Video Version

MESSAGE ANALYSIS QUESTIONNAIRE

INTERVIEWER: \_\_\_\_\_

Your answers to this survey are voluntary and confidential, and you may choose not to answer any question. The information you give us will only be used in combination with the answers from many other young adults. This research is authorized by law, and the information you give us is protected by an Act of Congress called the Privacy Act of 1974. Our pledge of confidentiality is printed right here.

(AFTER THE RESPONDENT HAS READ THE NOTICE,  
CONTINUE WITH THE NEXT INSTRUCTION.)

Before we get started, I'd like to ask you a question about your future career plans, and the kind of things you expect to be doing, that will help us interpret your reactions to the advertisements.

6. What do you think you might be doing for the next few years? (PROBE: Anything else?) (RECORD ALL THAT APPLY)

	GOING TO SCHOOL.....	1	(15)
	WORKING.....	1	(16)
	DOING NOTHING.....	1	(17)
	JOINING THE MILITARY/SERVICE	1	(18)
(SPECIFY: _____)	OTHER.....	1	(19)
(SPECIFY: _____)	OTHER.....	1	(20)
	REFUSED.....	7	
	DON'T KNOW.....	8	

Please look at this videotape. When it is finished, I'd like to ask you a few questions about it.

(PLAY VIDEO TAPE. STOP AFTER "END OF ADS" SIGN APPEARS.)

① (21)

(WRITE SEQUENCE NUMBER OF AD) \_\_\_\_\_ (22-23)

7. Please tell me the names of any of the advertisers or sponsors which you recall of the ads you just saw?

(CONTINUE ASKING UNTIL RESPONDENT CANNOT RECALL ANY OTHERS.  
WRITE IN VERBATIM RESPONSES.)

FIRST MENTION: \_\_\_\_\_ (24-25)  
SECOND MENTION: \_\_\_\_\_ (26-27)  
THIRD MENTION: \_\_\_\_\_ (28-29)  
FOURTH MENTION: \_\_\_\_\_ (30-31)  
FIFTH MENTION: \_\_\_\_\_ (32-33)

We don't want to take too much of your time, so we're going to focus on just one ad. Let's talk about the Army ad this time.

8. (INTERVIEWER: WAS THE ARMY RECALLED AS THE SPONSOR OF THE ARMY AD?)

No..... 2 (34)  
Yes..(SKIP TO Q.10).. 1

9. Do you recall seeing an ad sponsored by the Army?

Yes..... 1 (35)  
No..(SKIP TO Q.12).. 2

10. Other than trying to get you to enlist, what was the main message you got from the Army advertisement?  
(RECORD VERBATIM RESPONSE; DO NOT PROBE.)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (36-38)

11. What other messages did the ad communicate to you?  
(PROBE: Any other messages?)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_ (39-41)  
\_\_\_\_\_  
\_\_\_\_\_ (42-44)  
\_\_\_\_\_ (45-47)

(GO TO Q.12 ON NEXT PAGE)

12. Let's look at the Army advertisement again. Please watch it carefully as I will be asking you some questions about the ad when it's over.

(TURN VIDEOTAPE ON. STOP IT AFTER THE ARMY AD PLAYS AGAIN.)

(PROBE: Would you like to see the ad one more time? IF RESPONDENT ANSWERS YES, TURN VIDEOTAPE ON UNTIL COLOR BARS APPEAR.)

I am going to give you 14 cards. Each card contains a message that might have come across to you from the Army ad. I want to know which messages did come across and which did not. I'm only interested in learning your opinion. There aren't any right or wrong answers.

We are going to use a 1 to 5 scale for this, as shown on this sort board. (TURN OVER SORT BOARD) As you can see, the sort board says "The ARMY AD I JUST SAW sent this message." The "1" position at the left side of the board (POINT) is labeled "Not at All", the "3" position in the middle (POINT) is labeled "To a Medium Extent," and the "5" position at the right (POINT) is labeled "To a Great Extent."

Let's use an example to show how this works. Here's a card that says "the Army offers a good opportunity to show one's patriotism." (HAND CARD TO RESPONDENT) If you think the Army ad you just saw did not send this message at all, you might want to put the card on the "1." If in your opinion the ad sent the message to a medium extent, you might want to put the card on the "3." If you thought the ad sent the message about patriotism to a great extent, you might want to put the card on the "5."

After sorting all of the cards, you may decide that the patriotism message was less strong, compared to others, than you originally thought. You might take the card out of the "5" pile, say, and put it in the "4" pile.

What I'd like you to do is sort each card into one of the 5 piles, based on how much you think the message on the card was sent by the Army ad you just saw. You may put as many cards as you wish in one category, and you may use all or only some of the categories.



12. (Continued)

After you have sorted through the entire deck, I'll ask you to look back through each pile to make sure each card really is in the pile you want it to be in.

Do you have any questions about the sort board? Are you ready to begin? (TAKE BACK THE YELLOW CARDS; SHUFFLE THE WHITE CARDS.) Here is the first card. (HAND CARDS ONE AT A TIME.)

(AFTER CARDS ARE SORTED, SAY:) Take a moment and check that the cards are where you want them to be.

Would you please help me record the results? Just pick up the cards in each pile, and tell me the pile number and the letter shown at the bottom right corner of each card.

(INTERVIEWER: CODE 7 IF RESPONDENT REFUSED TO SORT A CARD, CODE 8 IF SAID DON'T KNOW.)

The Army offers:

- |   |              |
|---|--------------|
| A. a wide variety of opportunities to find a job you can enjoy.               | A. ____ (48) |
| B. a physically challenging environment.                                      | B. ____ (49) |
| C. an experience you can be proud of.   | C. ____ (50) |
| D. an advantage over going right from high school to college.                 | D. ____ (51) |
| E. an opportunity to develop leadership skills.                               | E. ____ (52) |
| F. the chance to work with the latest high-tech equipment.                    | F. ____ (53) |
| G. a great value in your civilian career development.                         | G. ____ (54) |
| H. an opportunity to develop self-confidence.                                 | H. ____ (55) |
| I. the opportunity to develop your potential.                                 | I. ____ (56) |
| J. a mentally challenging experience.   | J. ____ (57) |
| K. an opportunity to become more mature and responsible.                      | K. ____ (58) |
| L. many opportunities for training in useful skill areas.                     | L. ____ (59) |
| M. many chances to work with highly-trained people.                           | M. ____ (60) |
| N. an excellent opportunity to obtain money for college or vocational school. | N. ____ (61) |

The last few questions ask for some information about you.

13. How old are you? \_\_\_\_\_ (62-63)

14. What is the highest grade or year of school or college that you (will) have completed and received credit for (by July 1st)? (64-65)

	LESS THAN 8TH GRADE.....	7
	8TH GRADE.....	8
	9TH GRADE.....	9
	10TH GRADE.....	10
	11TH GRADE.....	11
	12TH GRADE.....	12
(CLARIFY) ↓	1ST YEAR OF A 4 YEAR COLLEGE.....	13
	2ND YEAR OF A 4 YEAR COLLEGE.....	14
	1ST YEAR OF A JR OR COMMUNITY COLLEGE.....	15
	2ND YEAR OF A JR OR COMMUNITY COLLEGE.....	16
	1ST YEAR OF A VOCATIONAL, BUSINESS OR TRADE SCHOOL	17
	2ND YEAR OF A VOCATIONAL, BUSINESS OR TRADE SCHOOL	18
	REFUSED.....	97
	DON'T KNOW.....	98

(PROBE: Is that the (1st/2nd) year of a 4 year college, a junior or community college, or a vocational, business or trade school?)

15. How likely is it that you will be (going to college/ continuing at college) in the next few years? Would you say... (66)

Definitely.....	1
Probably.....	2
Probably not, or.....	3
Definitely not?.....	4
REFUSED.....	7
DON'T KNOW.....	8

16. How likely is it that you will be working in a civilian job? Would you say... (67)

Definitely.....	1
Probably.....	2
Probably not, or.....	3
Definitely not?.....	4
REFUSED.....	7
DON'T KNOW.....	8

17. How likely is it that you will be serving on active  
duty in the Army? Would you say... (68)

Definitely.....	1
Probably.....	2
Probably not, or.....	3
Definitely not?.....	4
REFUSED.....	7
DON'T KNOW.....	8

18. How likely is it that you will be serving in the  
military? Would you say... (69)

Definitely.....	1
Probably.....	2
Probably not, or.....	3
Definitely not?.....	4
REFUSED.....	7
DON'T KNOW.....	8

19. Please tell me whether you are: (70)

White.....	1
Black.....	2
Asian or Pacific Islander, or.....	3
American Indian or Alaskan Native.	4
REFUSED.....	7
DON'T KNOW.....	8

20. Are you Hispanic: (71)

Yes.....	1
No.....	2

Finally, my supervisor will be calling ~~some~~ of the people I talk with today to make sure I asked the questions correctly. No one else will call. May I have your name and telephone number?

Name: \_\_\_\_\_

Area code: (       ) Telephone number: \_\_\_\_\_

That is all the questions I have. Let me remind you that the information you have given us is confidential. If you would like to take a copy of our pledge of confidentiality with you, please feel free to do so. (POINT TO FILE OF PLEDGES.) Thank you for your participation.

Print Version

MESSAGE ANALYSIS QUESTIONNAIRE

INTERVIEWER: \_\_\_\_\_

Your answers to this survey are voluntary and confidential, and you may choose not to answer any question. The information you give us will only be used in combination with the answers from many other young adults. This research is authorized by law, and the information you give us is protected by an Act of Congress called the Privacy Act of 1974. Our pledge of confidentiality is printed right here.

(AFTER THE RESPONDENT HAS READ THE NOTICE,  
CONTINUE WITH THE NEXT INSTRUCTION.)

Before we get started, I'd like to ask you a question about your future career plans, and the kind of things you expect to be doing, that will help us interpret your reactions to the advertisements.

6. What do you think you might be doing for the next few years? (PROBE: Anything else?) (RECORD ALL THAT APPLY)

	GOING TO SCHOOL.....	1	(15)
	WORKING.....	1	(16)
	DOING NOTHING.....	1	(17)
	JOINING THE MILITARY/SERVICE	1	(18)
(SPECIFY: _____)	OTHER.....	1	(19)
(SPECIFY: _____)	OTHER.....	1	(20)
	REFUSED.....	7	
	DON'T KNOW.....	8	

Please look through these ads until you see the sign that says stop. I'd then like to ask you a few questions about them.

(WAIT FOR RESPONDENT TO FINISH VIEWING THE FIFTH AD;  
LEAVE THE STOP PAGE SHOWING.)

② (21)

(WRITE SEQUENCE NUMBER OF AD) \_\_\_\_\_ (22-23)

7. Please tell me the names of any of the advertisers or sponsors which you recall of the ads you just saw?

(CONTINUE ASKING UNTIL RESPONDENT CANNOT RECALL ANY OTHERS.  
WRITE IN VERBATIM RESPONSES.)

FIRST MENTION: \_\_\_\_\_ (24-25)  
SECOND MENTION: \_\_\_\_\_ (26-27)  
THIRD MENTION: \_\_\_\_\_ (28-29)  
FOURTH MENTION: \_\_\_\_\_ (30-31)  
FIFTH MENTION: \_\_\_\_\_ (32-33)

We don't want to take too much of your time, so we're going to focus on just one ad. Let's talk about the Army ad this time.

8. (INTERVIEWER: WAS THE ARMY RECALLED AS THE SPONSOR OF THE ARMY AD?)

No..... 2 (34)  
Yes..(SKIP TO Q.10).. 1

9. Do you recall seeing an ad sponsored by the Army?

Yes..... 1 (35)  
No..(SKIP TO Q.12)... 2

10. Other than trying to get you to enlist, what was the main message you got from the Army advertisement?  
(RECORD VERBATIM RESPONSE; DO NOT PROBE.)

(36-38)

11. What other messages did the ad communicate to you?  
(PROBE: Any other messages?)

(39-41)

(42-44)

(45-47)

(GO TO Q.12 ON NEXT PAGE)

12. Let's look at the Army advertisement again. Please review it carefully as I will be asking you some questions about the ad when you are finished.

(TURN BACK TO ARMY ADVERTISEMENT. TURN BACK TO STOP PAGE BEFORE PROCEEDING.)

I am going to give you 14 cards. Each card contains a message that might have come across to you from the Army ad. I want to know which messages did come across and which did not. I'm only interested in learning your opinion. There aren't any right or wrong answers.

We are going to use a 1 to 5 scale for this, as shown on this sort board. (TURN OVER SORT BOARD) As you can see, the sort board says "The ARMY AD I JUST SAW sent this message." The "1" position at the left side of the board (POINT) is labeled "Not at All", the "3" position in the middle (POINT) is labeled "To a Medium Extent," (POINT) and the "5" position at the right is labeled "To a Great Extent."

Let's use an example to show how this works. Here's a card that says "the Army offers a good opportunity to show one's patriotism." (HAND CARD TO RESPONDENT) If you think the Army ad you just saw did not send this message at all, you might want to put the card on the "1." If in your opinion the ad sent the message to a medium extent, you might want to put the card on the "3." If you thought the ad sent the message about patriotism to a great extent, you might want to put the card on the "5."

After sorting all of the cards, you may decide that the patriotism message was less strong, compared to others, than you originally thought. You might take the card out of the "5" pile, say, and put it in the "4" pile.

What I'd like you to do is sort each card into one of the 5 piles, based on how much you think the message on the card was sent by the Army ad you just saw. You may put as many cards as you wish in one category, and you may use all or only some of the categories.

12. (Continued)

After you have sorted through the entire deck, I'll ask you to look back through each pile to make sure each card really is in the pile you want it to be in.

Do you have any questions about the sort board? Are you ready to begin? (TAKE BACK THE YELLOW CARD; SHUFFLE THE WHITE CARDS.) Here is the first card. (HAND CARDS ONE AT A TIME.)

(AFTER CARDS ARE SORTED, SAY:) Take a moment and check that the cards are where you want them to be.

Would you please help me record the results? Just pick up the cards in each pile, and tell me the pile number and the letter shown at the bottom right corner of each card.

(INTERVIEWER: CODE 7 IF RESPONDENT REFUSED TO SORT A CARD, CODE 8 IF SAID DON'T KNOW.)

The Army offers:

- |   |              |
|---|--------------|
| A. a wide variety of opportunities to find a job you can enjoy.               | A. ____ (48) |
| B. a physically challenging environment.                                      | B. ____ (49) |
| C. an experience you can be proud of.   | C. ____ (50) |
| D. an advantage over going right from high school to college.                 | D. ____ (51) |
| E. an opportunity to develop leadership skills.                               | E. ____ (52) |
| F. the chance to work with the latest high-tech equipment.                    | F. ____ (53) |
| G. a great value in your civilian career development.                         | G. ____ (54) |
| H. an opportunity to develop self-confidence.                                 | H. ____ (55) |
| I. the opportunity to develop your potential.                                 | I. ____ (56) |
| J. a mentally challenging experience.   | J. ____ (57) |
| K. an opportunity to become more mature and responsible.                      | K. ____ (58) |
| L. many opportunities for training in useful skill areas.                     | L. ____ (59) |
| M. many chances to work with highly-trained people.                           | M. ____ (60) |
| N. an excellent opportunity to obtain money for college or vocational school. | N. ____ (61) |



The last few questions ask for some information about you.

13. How old are you? \_\_\_\_\_ (62-63)

14. What is the highest grade or year of school or college that you (will) have completed and received credit for (by July 1st)? (64-65)

	LESS THAN 8TH GRADE.....	7
	8TH GRADE.....	8
	9TH GRADE.....	9
	10TH GRADE.....	10
	11TH GRADE.....	11
	12TH GRADE.....	12
(CLARIFY) ↓	1ST YEAR OF A 4 YEAR COLLEGE.....	13
	2ND YEAR OF A 4 YEAR COLLEGE.....	14
	1ST YEAR OF A JR OR COMMUNITY COLLEGE.....	15
	2ND YEAR OF A JR OR COMMUNITY COLLEGE.....	16
	1ST YEAR OF A VOCATIONAL, BUSINESS OR TRADE SCHOOL	17
	2ND YEAR OF A VOCATIONAL, BUSINESS OR TRADE SCHOOL	18
	REFUSED.....	97
	DON'T KNOW.....	98

(PROBE: Is that the (1st/2nd) year of a 4 year college, a junior or community college, or a vocational, business or trade school?)

15. How likely is it that you will be (going to college/ continuing at college) in the next few years? Would you say... (66)

Definitely.....	1
Probably.....	2
Probably not, or.....	3
Definitely not?.....	4
REFUSED.....	7
DON'T KNOW.....	8

16. How likely is it that you will be working in a civilian job? Would you say... (67)

Definitely.....	1
Probably.....	2
Probably not, or.....	3
Definitely not?.....	4
REFUSED.....	7
DON'T KNOW.....	8

17. How likely is it that you will be serving on active  
duty in the Army? Would you say... (68)

Definitely.....	1
Probably.....	2
Probably not, or.....	3
Definitely not?.....	4
REFUSED.....	7
DON'T KNOW.....	8

18. How likely is it that you will be serving in the  
military? Would you say... (69)

Definitely.....	1
Probably.....	2
Probably not, or.....	3
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No.....	2

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Name: \_\_\_\_\_

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